

X

**B Which of the words in Exercise A have these meanings?**

rambling  
articulate

- 1 concise *succinct*
- 2 reluctant to speak *reserved*
- 3 talking in a confused way
- 4 able to express ideas well
- 5 clear and easy to understand *coherent*
- 6 good at influencing people *persuasive*
- 7 outgoing *extrovert*
- 8 eager to react and communicate *responsive*

X

**C Complete the extract below from a talk by a communication expert with the verbs from the box.**

clarify confuse digress engage explain interrupt ~~listen~~ ramble

'Good communicators really *listen* <sup>1</sup> to people and take in what is said. They maintain eye contact and have a relaxed body language, but they seldom ..... <sup>2</sup> and stop people talking. If they don't understand and want to ..... <sup>3</sup> something, they wait for a suitable opportunity.

confuse

When speaking, effective communicators are good at giving information. They do not ..... <sup>4</sup> their listener. They make their points clearly. They will avoid technical terms, abbreviations or jargon. If they do need to use unfamiliar terminology, they ..... <sup>5</sup> by giving an easy-to-understand example. Furthermore, although they may *digress* <sup>6</sup> in order to elaborate a point and give additional information and details where appropriate, they will not ..... <sup>7</sup> and lose sight of their main message. Really effective communicators who have the ability to ..... <sup>8</sup> with colleagues, employees, customers and suppliers are a valuable asset for any business.'

RAMBLE  
ENGAGE

**D** CD1.1 Listen to the talk and check your answers.

**E** Think of a poor or bad communicator you know. How could they improve their skills? What advice would you give them?

See the DVD-ROM for the i-Glossary.

**LISTENING**  
**Improving communications**



Alastair Dryburgh

Watch the interview on the DVD-ROM.

**A** CD1.2 Listen to the first part of an interview with Alastair Dryburgh, an expert on communication. Does he think technology makes good communication easier?

**B** CD1.2 Listen again. What four key points does Alastair make about communication?

**C** CD1.3 Listen to the second part of the interview. Alastair gives an example of a company which has used technology to change the way it communicates with customers. Give reasons why it communicates well.

**D** CD1.4 Listen to the final part, where Alastair is describing a bad customer experience. What mistakes did the company make, and how could they have improved the customer experience?

**E** Discuss an example you know of a company which communicates well with its customers or a company which communicates badly. What advice would you give to the bad communicator?